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JANUARY 1955

EXTENSION SERVICE *Review*



FARM-HOME UNIT METHOD

Special Issue

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Photograph

(Opposite page)

Farm and home planning is a family job for Mr. and Mrs. W. S. Speights and their nine children, as is indicated by this picture taken at the Speights' farm on Section Road, near Port Allen, La. Ivy Creel (with pencil and clipboard), discusses a land-use problem with Mr. Speights (at left). Mrs. Speights is standing (to the right) with her arms around the shoulders of two of the four Speights daughters. The oldest four of the nine youngsters are in 4-H Club work.

Ear to the Ground

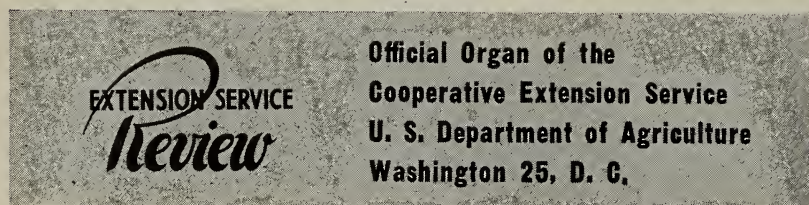
The theme song of 1955 Extension is surely the unit approach to farm and home development, so consistently it is heard from specialists, administrators and supervisors. For this reason, it seemed the favorite choice for our first special issue in 1955. We hope you will find it a useful source of ideas as well as information.

Next month the Review will bring you the plans for summer Extension courses; the scholarships and fellowships that are available; and interesting accounts of summer and travel experiences.

As teachers you are aware of the need for continuing study. Never has the opportunity for assistance and cooperation in bringing your hopes and plans into fruition been so great. Living arrangements, the best of instructors, recreation, and compensation are included in carefully laid plans for giving Extension workers every chance to learn the newest in method and fact.

With the prospects of a rapidly increasing population, educators are scrutinizing their programs more carefully than ever. Less spoon-feeding and broader curricula are general policies to be followed, judging by the talks at the Land-Grant College meetings. One educator advised, "Educate your students for occupational breadth and flexibility." This is the same philosophy and open-mindedness being encouraged in Extension, isn't it?

—CWB



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In the Farm-Home
Unit Approach
Agents Advise—
*But the Family
Makes the Decisions*



What's It All About?

TO NEW extension workers, and perhaps to some older ones, the emphasis now being put on the unit approach to farm and home problems may be a bit puzzling. Perhaps you're wondering what it's all about, why it's so important, and what the Cooperative Extension Service hopes to accomplish through this effort. To understand it, one must look to the roots of its development.

During the last half century the business of farming has undergone tremendous changes. Our social structure too, is much more complicated. Keeping pace with these technological, economic and social developments has called for more and more education and experience. This is difficult for many farm couples to achieve. Families must produce and market efficiently to maintain a satisfactory level of living. Most are aware of this. But many lack the understanding to integrate their total farm and home operations into efficient units. Some State Extension Services recognized early this difficulty that farm families have in com-

bining the best farming and home-making practices into a united, satisfactory whole, and made the effort to help them with overall farm and home plans.

Land grant colleges have been studying this problem for more than a decade. Farm leaders and farm organizations have long sought a solution to the problem. Voicing the opinions of these leaders, Secretary of Agriculture Ezra Taft Benson said, "The problems of modern farming, more and more, are demanding solutions that are both increasingly complicated and specific to individual farms.

"In this setting the extension program is of strategic importance . . . The spearhead of an enlarged extension program should be an expanding farm advisory service in each county that will work directly with farm people, helping them to take research findings and fit them together so that they will work profitably on a particular farm."

Congress' response to requests for additional help was a \$7 million in-

crease in the appropriations to States for the fiscal year 1955. This represents an increase of approximately 8 percent in the total operating funds available to the extension services in the States and makes possible the employment, on a national basis, of the equivalent of one new agent for each three counties.

With this additional manpower, Extension is making a fresh, vigorous attack on the problems of farm families by means of the farm and home unit approach. Each State is adapting this method to its own needs and ways of working. There is nothing "cut and dried" about this approach to better farming and living.

Why is the unit approach to the problems of farm families better than other approaches? Because it is a more effective method of helping farm people help themselves. It differs from other extension methods in that it deals with the problems of farm families as a whole, instead of on a piece-meal basis.

(Continued on page 20)

A roundup of 7 States' methods of selecting families and employing agents.

Who Participates?

FAMILIES who will participate in this educational endeavor in farm and home planning are being enrolled in many States.

Information on how some States are handling this part of their Extension program follows:

Indiana counties are forming better farming and better living advisory committees to coordinate the program and secure enrollment of between 20 and 30 families. These will be comparatively young farm families and will represent all areas of the county and all prevailing types of farms.

County committees in North Carolina will help enroll families, and also make an effort to reach families who have not heard of the plan. How to get in touch with these families is left largely to the ingenuity of the agents.

In the State of Washington, farm families who wish to take advantage of this service are reviewed by an advisory board of citizens which makes recommendations to the chairman of the county extension staff.

After the program is explained to Alabama organized groups such as community organizations or home demonstration clubs, these groups recommend two or three families to county farm and home development committees and county extension

workers, who then make the final selection.

Parish agents of Louisiana are making selections through personal contact, getting assistance from the parish advisory committee in some cases.

Since more work has been done with dairymen than with other farmers in Massachusetts, they were given the first chance, especially the

young farmers. For instance, in Hampshire County, the county agent manager, and the county agent selected about 12 young farmers who might be interested. Personal calls were made to explain the plan and, of those visited, 9 were interested in joining the group. To introduce the plan widely, a circular letter, telling of the help available, was mailed to all the rural farm families on the county agricultural agent's list. About 60 returned the card saying they were interested. No effort was made to separate low-income farmers from high-income farmers. Some farm and home unit work is being done in every county in Massachusetts.

Quoting a Tennessee writer, we offer this thought: "It seems to me that there has been too much talk about our selecting families rather than their selecting us." Tennessee is giving the plans a maximum of publicity and urges agents to make their services known, with the thought that the families who want it will request their assistance.

As of January 1, 1955, new agents have been appointed in the United States either to do the farm and home development work or to relieve the experienced agents so that they can concentrate on the unit approach.



A flannelgraph used to point up elements in attainment of family goals.

Indiana has appointed 19 new agents and expects to have 22 in all. They will be called assistant county agents and will devote the major portion of their time to farm and home planning and development.

Twenty-six new agents have been employed in Louisiana, 14 fulltime in 14 pilot counties. Only experienced agents will work with these families.

Alabama has 28 new assistant agricultural agents and 9 assistant home demonstration agents. They will relieve the experienced agents who were selected to do farm and home development work.

Of the 12 new agents being appointed in the State of Washington, 4 are home economists and 8 are agricultural agents. Nine of these new agents and a marketing specialist are already on the job. For the most part new agents will relieve the more experienced agents of other duties so that the "old hands" can do the educational counseling with the families.

North Carolina is assigning 40 assistant agents and 10 secretaries to work specifically on the farm and home development work for the first year. Some will be new employees; all will have had experience as agricultural workers, either as county agents, home agents, soil conservationists, or agricultural teachers.

Two new agents are giving full time in Massachusetts to this work, one in Plymouth County and one who services both Hampshire and Hampden Counties. Worcester also has a half-time agent. Four more are in the offing to release present agents for farm and home unit work.

Counties Ready

About 38 new agents have been authorized in Tennessee where many counties are ready and waiting to appropriate their share of the cost. These agents will probably relieve some of the more experienced agents and also do some of the farm and home planning work. Counties will be serviced on the basis of county appropriations, qualifications of county extension workers, demand by people for extra services, and other factors.

Let's Aim HIGH

ORRINE GREGORY, Home Agent, Boone County, Mo.

BEFORE you can help a family select their goals, you must recognize the family as a complex unit composed of individuals, with a wide variety of characteristics. Each exerts an influence upon the other, and society upon all of them. Family goals depend very largely upon the patterns of the community, State or culture.

Then how can extension agents help a family know which goals are best for the individual members. According to many authorities, the best integrated and adjusted persons and families have determined some reasonable goals within the range of their interests and abilities and are working toward them without undue strain or tension.

Relationships between goals, income and expenses of any family are dependent upon its position in the family life cycle. This cycle includes marriage, the birth of children, the grade school period, high school and college years, children's marriage and departure from home, and parents' adjustment to living alone and reducing their activity. From marriage on, the cost of family living increases steadily for approximately 25 years, then decreases gradually. The economic position of a family at various times in this cycle affects their goals and their progress in attaining them.

Extension agents must free themselves from preconceived ideas or standards for a family. It's easy to be enthusiastic about dairying, or wheat, or a utility room, or a college education for every one, but difficult to remember that the family must

decide what is most desirable.

The skillful counselor directs the course of thinking with appropriately timed questions until the family has set its goals and made its plans. The interview is a sharing of experience by the farmer, homemaker, children and agents. For the agents it is an explorative experience into the lives, attitudes, values, interests, and abilities of the family members. This is not at random. It is with a purpose, but with no obvious organization, and certainly with no paper in hand. However, notes taken later are usually very helpful, especially in case of a change in agents.

Good family counselors provide what is called a permissive atmosphere in which a family is stimulated to (1) evaluate themselves and their opportunities; (2) choose a feasible course of action; (3) accept responsibility for their choice; and (4) initiate a course of action in line with the choice.

At the close of such an interview, having been invited to "walk the farm" or "see our home," agents have a further chance to accumulate information about the farm and home and perhaps about the family's educational, social, and materialistic desires. Such information is essential to an agent who wants to guide conscientiously the family in their adoption of a plan consistent with their desires, abilities, and problems.

Helping to set the sights high, but not too high for attainment, the agents, through sympathetic understanding, can help a family become independent and capable of making their own decisions.

Personal Introductions Preferred

How Farm Families Hear About Extension's Additional Services

Meet the County Committee

COUNTY AGENT JOHNNY STOWE, Polk County, Ga., when asked how he explained farm and home development to the folks in his county said, "We've used meetings a great deal. There are Farm Bureau groups in communities throughout the county, and we've talked farm and home development at their community meetings. The County Agricultural Program Planning Committee has been in the forefront of this movement. Civic clubs, community improvement groups, newspapers, a radio station, and a television station have also helped."

A County Agricultural Advisory Board made up of leaders in program planning work, rural community improvement club members, Farm Bureau officials, and others selected the families to join in the first farm and home development activities. Fourteen families were named at the beginning. Eventually, it is expected that each Extension worker will be able to advise about 50 families.

The Extension agents will work closely with these families, and it is planned to acquaint others in the county with the developments through the information channels already being used.

Extension agents in other demonstration counties in this State are using various methods of reaching people but their goals are all the same. In Sumter County, Agents Robert Garner and Martha Cobb planned their program so that county agricultural leaders could discuss the number of families and which ones

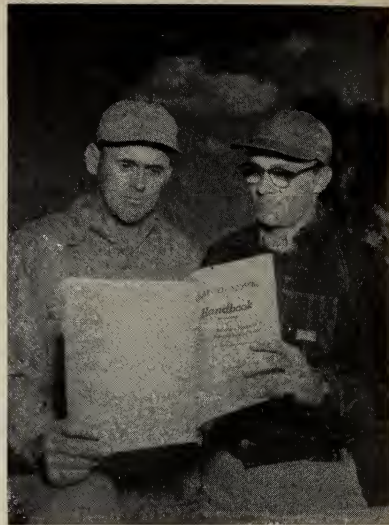
to include. The group decided that about 30 families should be selected to get the program started. They also suggested that the various community clubs in the county be asked to name the families to represent their communities in the work. Newspapers and other mass media are helping to tell the story of what is being done.

A highly organized Farm Bureau group is taking the initiative with the Extension agents in Washington County. Every community in the county has a Farm Bureau organization that is attended by both men and women. The women who belong to home demonstration clubs are helping with farm and home development.

Hazel Creasy, home demonstration agent, reports that families are encouraged to come to the Extension agents and ask to be included in the farm and home development plans. A county-wide committee made up of selected members of the Farm Bureau executive council and the county home demonstration council studies the record of each family that applies and makes the final choice on those to be included.

"We hope to do a considerable amount of the planning with the selected families in groups," Miss Creasy stated. "We think there will be many advantages to this method, including that of time saving."

Workers in all of these demonstration counties have attended a regional meeting on farm home development in Asheville, N. Car., and a five-day State training meeting held on the University of Georgia campus. All have visited experiment stations in the State to study the research



A farmer and a Missouri assistant county agricultural agent discuss balanced farming.

program and its relationship to farm and home development and all are visiting individual farms and homes to make sample plans for study and discussion.—O. B. Copeland, Extension Editor, Georgia.

We Use Every Media

Farm and home development was first explained to the Marshall County, Ky., Extension Advisory Committee in 1952. The committee liked it and decided it should become a part of the county extension program.

Various media were used to explain the plan to the farm people, including: Weekly and daily newspaper articles, circular and individual letters, radio talks, community and county-wide meetings, and home visits. Articles for the newspapers were prepared jointly by the agents giving details of the plan and the advantages for farm families. A series of questions and answers was published in local newspapers. Other news articles carried success stories from other counties in Kentucky.

The program was presented to 350 rural women in 17 homemakers clubs, the county farm bureau directors, and other organized groups in the county. Each group was requested to submit a list of families who might

be interested in such a program. Three hundred names were submitted. Circular letters explaining the program were mailed to each family.

Sixty families indicated interest in the program and were visited by the agents to discuss the problems of the individual farm family and to explain how the farm and home development program would be of help to the family in solving their own problems.

A minimum of one hour was allowed for every visit with each one prearranged to suit the convenience of both the farmer and farm wife. Each visit was divided into four parts. After the introductory discussion on the broad social and economic interests and objectives of the particular family, the conversation was directed to the immediate problems of the family. Then the farm and home development program was explained. This included how the farm family could use the farm and home development program to help itself reach some of its own objectives. An explanation was made on how the program would operate, how the family would participate, the number of meetings to attend, amount of planning to do, and many other matters.

The last part of the visit was devoted to a discussion of some of the major problems of the family, such as land use, crops and livestock to grow, home and building arrangement, and education of children.

If the family were sufficiently interested, enrollment applications were signed by the farmer and his wife for three all-day lecture meetings on farm and home management to be held at designated times.

Individual letters were sent later to the enrolled families giving additional information on the program. Over half of the 60 families visited by the agents enrolled in the program the first year. Of these, 26 families attended the first three all-day meetings.

Subsequently, these members of the farm and home development club, who knew by experience of the benefits to be derived, contacted new families and encouraged them to enroll in the program after which the agents made home visits to the new families. The old adage "A satisfied customer is your best salesman" has proven true in the Kentucky farm and home development program.—J. Homer Miller and Sunshine Colley, County extension agents, Marshall County, Ky.

An Eight-Month Publicity Plan

Several methods have been used by our county workers and extension specialists to interest farm families in the farm and home unit approach to their problems.

In one county where it was desirable to inform a large number of people, the effort to create interest was spread over an eight-month period, beginning in February with a discussion of the project by a farm

management specialist before a large community meeting. This discussion was simply a part of a general extension meeting. Several of those in attendance showed considerable interest in this type of work.

In March, 41 farmers, all community leaders, accepted the invitation to a dinner meeting, where the program was explained in some detail. They were asked to enter the information for their own farms on one of the schedules we proposed to use for the project. This created such lively discussion that all became very much interested and thought it should be started in the county.

During the summer, these leaders and the agents talked to prospective families and explained the group meeting plans for the winter months. In November, 110 farm families, divided into 14 groups, met for their first training session.

In two counties the senior extension club members who were actually engaged in farming for themselves formed farm and family unit approach groups. These young people proved to be our most interested families. A young farmers' club of former veterans decided to form one or two groups that are meeting this winter.

We believe it is important to have the support of the agricultural leaders for a project of this type. In several counties we have first explained this work to the executive committee of the county agricultural extension association and showed the members its application to farm and family situations. They are thus able to answer their neighbor's questions and to suggest families who would be interested in joining groups or desirous of working on their problems on an individual basis. In one instance a county executive committee member attended two sessions of training school for county workers.

Some of the general agricultural organizations are asking us to explain to their delegates and members in conferences and in annual meetings just what is the farm and home unit approach, and we have accepted these invitations as means of acquainting people with our program.—T. H. Patton, Assistant Extension Director, Pennsylvania.



County agents J. Homer Miller (left) and Sunshine Colley (right) of Marshall County, Kentucky discuss with Mr. and Mrs. Clarence Thompson of Benton the progress the latter have made in their two years of experience with farm and home development.

THE 4-H CLUB members in Louisiana are important co-partners in unit planning for farm and home development. State extension leaders believe that 4-H Clubs and the adult programs will tie in and mutually strengthen each other. How thoroughly the younger members of the family share in the planning and the work will largely influence the degree of success attained, not only in the immediate years ahead but also in Louisiana's future farm life.

Louisiana Extension staff members point out that older 4-H members generally have had experience in both project planning and record keeping, and are qualified to help with those phases of farm and home development. In addition, many 4-H projects are of such importance financially that they must be considered in estimating farm income and budgeting farm expenditures. Club projects are a major activity on many farms and even when cash income and outgo are small they may have a major effect on family living standards. Club members receive special training in tractor maintenance, use of electrical equipment, food preservation, home gardening and many other activities essential to good farm and home planning.



Joe Beck and Frank Stanley of Henry County, Mo. demonstrate how to change oil filters on a tractor.

4-H Carries Its Share

*in the Unit Method
of Farm-Home Planning*

C. S. SHIRLEY, State 4-H Club Agent, Louisiana



Elk River, Minn. 4-H Club members plant a tree in Sand Dunes Forest.

Furthermore, in many instances a successful 4-H project has led the parents of the Club member to take a much deeper interest in better farming, homemaking and planning. The Louisiana Extension Service expects that not a few of the families taking part in the farm development program will be those that have become interested as a result of some achievement by a son or daughter in a 4-H Club activity.

To look at the matter from the members' point of view, 4-H boys and girls are a part of the farm's working force and like other members of the family have a vital interest in the success or failure of the farm project. As active members of the

farm working force, they have a right to be included in the job of farm and home planning. This in turn will give club members training and experience that will be valuable to them always.

Club projects will be more effective as part of the farm planning. Adults carrying on successful farm and home development programs should be a good source of volunteer local leaders for 4-H work.

The purpose of farm and home development is to help farm people realize their goal of better living. Every member of the family has an interest in that project and a role to play in it.

I BELIEVE the future is encouraging for farmers who do a good job of planning and farming. However, to take advantage of their opportunities farmers will have to use the best known methods of farming and organize their farm business carefully. Because capital requirements are so high, farmers who do not do this may find themselves in trouble quicker than at almost any time in the past.

Extension workers from their day-to-day experience know farmers' needs for capital are higher than they have ever been—on the average \$20,000 per worker compared with about \$5,000 before the World War II. Annual cash operating costs, too, are very high. They also know that few farmers have enough capital to finance all their farm operations without the use of credit.

Fortunately there are no signs of a shortage of funds for farmers to borrow. Production credit associations, national farm loan associations, commercial banks, and insurance companies have adequate funds available with which to meet farmers' sound credit needs.

Financial Outlook

Most farmers are still in relatively good financial shape. There are some exceptions, of course. Younger farmers, for example, have had to assume a heavy debt load to get started. Farmers who have had little income for several years because of droughts also have a problem. If the current price-cost squeeze—the combination of high farming costs and the lower prices for farm products—continues, more farmers are likely to find it difficult to handle growing debt loads.

The Extension Service has an important role to play in helping to prescribe preventive medicine. In carrying out this role the farm unit approach should certainly prove helpful. Sound planning of the entire farm operation and the relation of the family to it—the foundation of the farm unit approach—is also the basis for sound credit. Careful study of the individual farm business should show the possibilities for cutting costs as well as for increas-

ing income. One of the places extension workers may well find opportunities for helping farmers cut costs is in the field of credit.

It is not surprising that dealers' and merchants' credit should be expensive. Dealers and merchants are primarily in the business of selling. Credit is only a secondary interest and is extended chiefly to increase sales. Cost of such credit is higher because the charges have to cover the dealers' and merchants' losses on bad debts as well as their book-keeping and collection costs.

In this connection Extension Service can do a lot to help farmers understand the cost of credit by teaching them how to figure interest and compare charges quoted in different terms. Six percent is not always 6 percent on an annual basis. If interest is taken out of the loan in advance, or if the interest is figured on the original amount even though the loan is repaid in installments, the interest charge may be much higher than 6 percent. In addition, special high prices are often charged on credit purchases. Production credit associations on the other hand charge interest on each dollar only for the number of days the farmer has it. Many banks extend credit to farmers on a similar basis.

This farm and home planning job is not completed until a financial plan has been made that will put into effect the improvements decided on. Secretaries of production credit associations and national farm loan associations and land bank appraisers as well as employees of commercial banks and county supervisors of the Farmers Home Administration should be useful consultants

for extension workers on farmers' financial problems.

The Extension Service can also help farmers—especially those who are just starting out—by teaching them to use credit wisely. Farmers need to understand that credit is not a substitute for income; loans have to be repaid out of income.

With this in mind farmers should learn the wisdom of borrowing first for necessities, things that are essential if they are to continue farming; and second, for their needs. A farmer may feel he needs to replace a tractor that is not quite worn out. But if necessary he may be able to use the tractor another year or two. After necessities and needs are taken care of, if he still has a basis for credit and adequate income is assured, it may be all right to borrow for those things he would like to have. However, if his credit position is not strong he had better wait until his income is actually in hand before he makes the purchase.

Yes, credit is an essential farm tool. Used wisely it produces income, used unwisely, it merely becomes a burdensome debt and may eventually wreck the farm business.

Modern farming is different from what it was 40 years ago, but the relation of credit to farming can be still summed up in words of Professor T. N. Carver, who, in 1914, said in the first paragraph of the Department of Agriculture's first circular on farm credit:

"There is no magic in farm credit. It is a powerful agency for good in the hands of those who know how to use it. So is a buzz saw. They are about equally dangerous in the hands of those who do not understand them."

CREDIT— an Essential Farm Tool

ROBERT B. TOOTELL, Governor,
Farm Credit Administration



The farm and home, an indivisible unit to be managed and planned for not in piecemeal but as a complete whole.

Three Farm Families

Learn To Adapt Their Farming and Living to Their Farm and the World They Live In.

The Leopards

A MOUNTAIN FAMILY who increased its annual farm income from \$189.97 to \$7,220 in 18 years learned that there is no single farm practice that holds the key to better living. Some might say it could be done by increasing livestock; others, by following good fertilization practices, or by adding poultry to the farm enterprise. It might be all of these things, but each done in relation to the whole. And that takes planning and expert assistance.

The F. L. Leopards of Haywood County are one of 350 North Carolina unit-test demonstration farm families receiving overall farm and home planning guidance in a cooperative program of the TVA and State College Agricultural Extension Service.

According to Brice Ratchford, assistant director of North Carolina Extension Service, the program is aimed not just at increasing income but also at developing the full potential of the farm and family.

In 1936, when the Leopard family of 12 embarked on the test demonstration program, their net farm income was \$189.97. By 1945, the net was \$1,073; by last year, their neat farm, nestled in Ratcliff Cove, returned them \$7,220 profit.

The Leopards' farm plan has been built around the family of ten children. During the 1930's a large part of the income came from truck crops. As the children grew up and moved from home, the Leopards turned to enterprises that required less labor.

In 1939, the Leopards built a new eight-room home; in 1939 they put in electricity and an electric pump; in 1940, they built a grade A dairy barn and started selling milk; in 1945, they sowed alfalfa; in 1950 and 1951, they built two poultry houses. The Leopards were the first family to set out pine trees in the county. Increased fertilizer use, provided by TVA for demonstration purposes, has paralleled the increase in income.

The Baileys

Ward Bailey and his family moved onto a nearly abandoned farm in southeastern Kalamazoo County, Mich. back around 1920. The first year they got 7 loads of hay from 24 acres. It was a real financial struggle, so Ward sold feed and life insurance on the side to supplement the family income. At the same time, he started a soil-building program based on applying large quantities of lime and marl, commercial fertilizer, and growing red clover. Crop yields increased enormously at the beginning and still increase some each year.

In 1929, County Agent Wesley Olds sent out a notice to farmers that a farm account project could be organized in Kalamazoo County if enough farmers were interested. Ward Bailey was the first to respond and became a charter member of the Kalamazoo County group, which cooperated with Michigan State College in its farm business analysis project. Mr. Bailey considers this step an epoch in the development of his farm business. Not that the account really gives him the final answers as to what to do, but Bailey feels very strongly that the record is necessary to let him know where he stands in different enterprises and tells him whether or not he is moving in the right direction.

The Bailey farming program was built around a swineherd raising 20 litters, a 13-cow dairy herd, and a sizable potato enterprise. Study of

their farm records and technical assistance from County Agent Olds and farm management specialists from Michigan State College led the Baileys to the conclusion that livestock was their best investment, that they could not compete with northern potato growers. They gradually shifted their farming program in the direction of dairying, added a poultry enterprise, and kept the swine enterprise about the same.

In 1948, Bailey's son, Art, returned to the farm to go into partnership with his dad after spending nearly 15 years in the teaching profession. Art frankly states that his decision to return to the farm was based on a study of the farm's income producing possibilities.

The Schaefers say:

Our Hillside Acres would have washed away in 1936 had we not gone to our county agent for help. That was the year that Missouri's farm and home planning program got underway and we were among the first to benefit. It was like a college education.

The farm and home management specialists from the State extension office came to the county and helped the county agricultural and home demonstration agents work out a long-time plan with us. It included soil conservation methods, field and crop rearrangements, an improved livestock program, sanitation methods, and better housing for poultry and livestock as well as many home improvements. Immediately we took heart in our work and the future looked less bleak.

It was not easy and changes were slow, but we had confidence in the scientific knowledge and practical information that our extension agents gave us. Today we are happy to credit our ownership of Hillside Acres with its fertile, rolling fields, labor-saving, profitable farming methods, and pleasant, convenient home to the over-all plans we made 20 years ago.

Since the organization of Balanced Farming Associations and the addition of an agent with each association, much more help per family is available, making greater progress possible every year.

Neighborhood Meetings Start the Ball Rolling

ROVENA L. ORR, Polk County Home Agent, Missouri

Neighborhood groups, made up usually of about five families of similar interests in the same community, have formed in Polk County, Mo., to learn how to do balanced farming. Two series of four meetings each are held to get the planning underway on these farms. Through group planning, the agents are able to help more families than they could through individual interviews.

One series of meetings is devoted largely to the agricultural side of balanced farming, with both men and women attending. The home agent works along with the agricultural agents on the first of these meetings. Part of this first session is held with all participating in the same meeting and part of the time the men and women work separately on different problems.

Such items as field arrangement, kind of livestock, pasture needs and cropping systems receive attention in this first session. Instructions are given on taking soil samples. The group becomes acquainted with the balanced farming handbook. The family living plan is explained and a start is made on the farmstead plan. These meetings on the agricultural phase of the plan, with both men and women in attendance, are held at night and usually one week apart.

The following three meetings include such training activities as getting soil samples and making other arrangements regarding the testing, interpreting soil tests, figuring fertilizer needs, determining cropping systems, and studying livestock, feed balance, and similar problems. In the last meeting, the group discusses water management systems, which

will need to be worked out individually on the farms. Importance of improved markets and quality of products is also included at this time. Slides are shown to this new group of farmers, demonstrating what some of the other farmers in the county have done through balanced farming procedures.

The first of four meetings for women in the second series is a work session in which information on landscaping is presented by the home agent. The women, using colored pencils, make a 3-year plan for flowers, shrubs, and trees around their own homes. Sources of additional information are also discussed. Another part of the meeting is used to help the hostess with plans to improve the interior of her home. Each subsequent meeting is held at a different home, so that the group can assist as many as possible with plans for their own homes.

Other activities in this series of four meetings each for the women include planning food needs for one year, food preservation and storage plan, testing of pressure cooker gauges, home improvement and equipment plan, clothing plan for the family, and household insect control. During the final meeting in the series, the discussion is along any subject of particular interest to the women and not already covered. Sometimes the discussion results in plans for an Extension or 4-H Club in the community.

If all the women's homes are not visited in this series of meetings, the home agent goes to the remaining homes to help them with their own home plans.

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Farm and home plans are made for three years in the "Fifty Farmer Club," then the original members resign and 50 other families may apply for membership.

Harry A. Martin of Tupelo is the associate county agent who is primarily responsible for advising the 50 families. In the beginning, major emphasis is placed on production efficiency, aiming to raise the family income. Once that is accomplished more attention is given to improving the home. Mrs. Christine Risher, home demonstration agent at Tupelo, helps the families plan this phase of their programs.

Much credit for the organization of this group goes to Mr. Gale Carr, manager of a Tupelo dairy. Inspired by the success of his brother, H. H. Carr of Jasper County, Mo., who won top honors as a member of a balanced farming association, Gale Carr approached County Agent W. J. Pernell and his staff, who consulted District Extension Agent J. E. Stanley of Mississippi State College. Approval was secured to employ an associate county agent, whose salary was partly paid by the participating families, each of whom contributed \$50 a year.

Prospective members of this group became acquainted with the plan through their local banks and lending agencies. The first fifty families were soon signed up and a waiting list started at an organizational meeting in mid-February 1952.

A board of directors, selected from among the members, was composed of representatives, a man and a woman, from each of the five seats of the county. The board meets once a year to act on the collection and dispersal of funds. A group of bankers and other businessmen interested in the project was also organized to



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Lee County Families Join Forces

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The farms varying in size from 60 to 1,000 acres, averaged about 160 acres. The first step in the program was the preparation of a land-use plan. J. T. Russel, county soil conservationist, assisted with this part of the project, and encouraged the farmers to make full use of the agricultural conservation program payments and other financial help available through the county offices.

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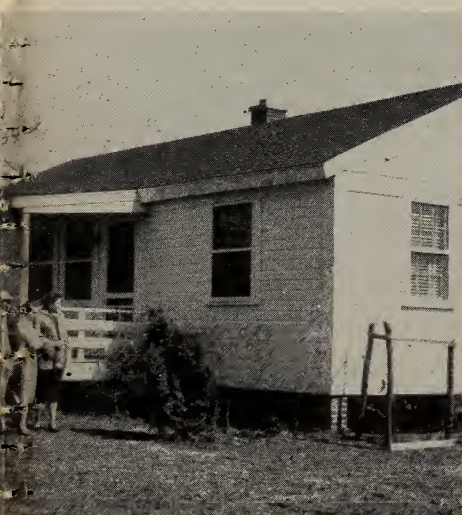
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Some of these 33 dairy families shifted from Grade "C" to Grade "A" production during 1953, and this contributed to the increased income. The increase, based on an actual record of more pounds of milk sold, was calculated from a blend price of \$4 per 100 pounds of milk. Actually, the Grade "A" producers received \$5.50 per hundred during much of the year. There were 20 Grade "A" producers in the group at the end of 1953.

One member, Morris Agnew of the Cedar Hill community, increased the gross income from his 161 acres by nearly 50 percent in two years, or from \$6,383 in 1951 to \$9,431 in 1953. He did this mostly through the change to Grade "A" production, along with improved feeding and general herd management.



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Mr. and Mrs. Clarence Wood, a young couple living near the Agnews and also belonging to the "Fifty Farmer Club," decided it was more important to buy the required water heater that enabled them to begin Grade "A" milk production last year than it was to have such a heater for their home. Mr. Wood stored silage last year and prefers to mix his own concentrate feed, producing with a 70 bushel per acre yield all the corn needed.

The Woods' gross income from their 66 acres increased from \$3,989 in 1951 to \$5,465 in 1953. They have 15 cows, three heifers and five heifer calves. Like most dairymen in the program and in the Tupelo area generally, Mr. Wood employs artificial insemination. He also produced 17 bales of cotton on 12 acres last year, and fed 17 hogs for market. The Wood farm was financed in 1950 through the Farmers Home Administration.

This kind of planned action has helped make all the farms more diversified and better able to adjust to the cotton acreage allotment program. Although dairying seems to return the highest income per acre from most land in Lee County, 15 of the farms in the program produce general row crops, five have beef cattle, and the remainder poultry or a combination of enterprises. Hogs and poultry laying flocks are particularly encouraged as supplementary enterprises.

To help the 50 families and others to store silage, a dairy provided a forage harvester, trucks and labor to do this work at a reasonable custom



The 50 balanced farms averaged 130 tons of stored silage last year.



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Some averages per farm in the program for 1953 were 130 tons of silage, 81.5 tons of hay, and 49 acres of winter grazing. Despite the drought, farmers in the program averaged 28 bushels of corn per acre, compared to the county average of about 18 bushels. Those who grew cotton averaged 391 pounds of lint per acre last year, which was above the county average.

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Our New Agents Like Their Induction Training

FRED S. SLOAN, State Program Leader, North Carolina

"AFTER SPENDING four years in college, I wasn't very enthusiastic about going to induction school," one of the new assistant agents told me at the close of our induction training school for new farm and home extension agents in North Carolina. "But it wasn't what I expected at all," he continued. "I found the course extremely interesting, informative, and also inspiring. I learned about the Extension Service, its purpose, scope, and objectives, and where and how I could fit into it. It was a wonderful experience, and I wouldn't have missed it for anything!"

This comment sums up the general feeling and attitude expressed by many of the more than fifty new agents who attended the school last summer. In fact, on their own initiative, they made a formal request that Extension Service give them the opportunity to come together again in three to five years for additional training.

Perhaps a quick look at the situation confronting the new Extension worker will help to emphasize the importance and need for induction training. To begin with, the new worker suddenly finds himself stepping from the role of student to the position of teacher. His classroom is improvised and ill-equipped. His students differ in many ways. His subjects are varied, and he must move from a discussion of theory to the actual and practical application. He must adjust to his new environment, make new friends, and establish himself in his new work. He has accepted responsibilities which require the immediate application of his best judgments, thoughts and skills. He has the opportunity of securing advice and assistance from his more experienced co-workers, but



New Extension workers attending in-service training school at North Carolina State College, June 1954.

he hesitates to ask, for fear of being considered immature and incompetent. He has a feeling of being on his own, yet is unsure of his actual position, authority, or methods of procedure; and he does not have a procedure manual to which he can refer.

This situation is neither exaggerated, nor is it too discouraging. Each new worker was selected because of his potential abilities. But it would be unfair and unwise to place new employees in jobs without first acquainting them with Extension's philosophy, goals and procedures. A primary objective of Extension is the development of people, so we begin with our own agents and help them to improve their skills, broaden their vision, and be inspired to great achievement.

The North Carolina Agricultural Extension Service has been conducting an induction training school each

year for the 50 to 60 new workers employed since the last school. People learn by doing and this is equally as applicable to those at the State office as to the new workers in the field. We have found through experience that the most effective training program is one providing for maximum participation by the new workers, and perhaps this explains the agent's reaction when he said he was agreeably surprised at the character of the training program.

The growth and development of Extension is explained in the opening session, followed by Director D. S. Weaver's discussion of Extension policies, goals, and objectives.

After other practical and philosophical talks, the agents divide into small groups to study and report on basic methods and problems. The school ends on a high pitch of interest and esprit de corps.

In Indiana

The unit approach in farm and home planning presents a different problem than has confronted the specialist in the past, particularly the farm management specialist. His work has dealt more specifically with a particular industry or enterprise, often in complete disregard of other enterprises of the farm and home business. The unit approach requires that the specialists' information enable the farm family to analyze their farm business and arrive at the most desirable enterprise combination.

Science and social values are combined in farm and home planning. The unit approach presents economic questions each of which may have more than one reasonable answer. The specialist can stand firm on scientific facts, but he must remember that economics presents alternatives. This requires information to be presented in a manner that enables one to consider all alternative combinations of enterprises, as well as the variable sociological factors.

Specialists who are flexible in their thinking, who can integrate their subject matter into the unit approach, and who can appreciate the sociological aspects will be able to help the county worker do a better job of teaching.

The coordinated efforts of all specialists is of extreme importance to



Banding the baby chicks is routine to the poultry breeder, yet a skill that must be taught the beginner. As of old the specialist is one of the key figures in every phase of Extension work.

The Role of the Specialist

the success of the integrated approach to farm and home planning. They must continue to serve as a bridge between the research departments and the county worker; to interpret the results of research in understandable terms applicable to the unit approach to farm and home problems; and to present problems for which a better solution is required. They must continue to prepare teaching devices for county use, assist in evaluation, and help the county workers develop sound programs.

Science will continue to expand human knowledge and the specialist must be prepared to help the county worker if he or she is to keep up with progress and to do an effective job.

In North Carolina

Animal husbandry extension specialists have made a study of the farm and home development program so that each specialist will be in a position to answer questions not only in 14 selected counties, but in other counties. We have found that many agents do not understand the program; in fact, some seem to have

the wrong idea about how it is to be put into operation. We feel that one of the first duties of each specialist is to become so familiar with the program himself that he will be in a position to help familiarize the agents, farmers, businessmen, and others with the background and purpose of the farm and home unit approach.

Animal husbandry extension specialists have cooperated with the administrative staff and other specialists in preparing material for the organizational meetings which are being held in the 14 selected counties. At least one member of our staff has attended each such meeting to help, not only in starting the program, but to learn of local county problems.

We are reexamining our animal husbandry extension program so that time can be allotted for working with county agents on the farm and home development idea. This phase of the program will receive priority over all other requests. We believe that through planning we will be able to meet the demand for increased as-

(Turn to next page)



Instruction in sewing is a basic project in both home demonstration work and 4-H clubs.

(Continued from page 15)

sistance and yet carry on our present activities and demonstrations.

We will follow the same procedure used in the past and assist the agents of the 14 selected counties when they request our services. Slides, posters and other material to be used as a guide by the agents in setting up a livestock program on the selected farms are being prepared. These guides will show how livestock fits into the over-all farming operations, the requirements for feed and equipment, and the cost of starting a livestock project.

We will assist in the training meetings for agents and with county, community and special meetings of selected farm families. Visits will be made to the agents and, with them, to the farms and homes so that on-the-farm planning can be made. Animal husbandry specialists will work with the other specialists so that a well-balanced program suited to each selected family can be developed. This will tend to prevent a family from being over-sold on one enterprise that may or may not be suitable for them.

We plan to use, where practical, selected farms as meeting places for method demonstrations such as castrating, dehorning, feeding, and grading of livestock.

We hope that it will be possible to use the information and results obtained with these selected farm families to promote and develop livestock programs on other farms in the same county, and in the other counties not now selected for farm and home development.

In Kansas

Extension specialists in Kansas have multiplied their services since the adoption of the unit approach to farm and home planning. They help to train the workers added to the county staffs and give special help to the other agents in 15 counties. They also work with families, either individually or as groups. One of the very important responsibilities of the specialist is to keep all county personnel up-to-date on new developments. Another is preparation of materials and teaching devices.

Our landscape specialists, for example, have trained the 15 assistant agents in meetings at Kansas State College and in their counties. While in the counties, our specialists have made rough landscape sketches for individuals and have worked with groups.

Home economics specialists are working in the unit approach counties on family finance and home management, consumer education, housing, home decoration and large equipment. Engineering specialists' work in the counties includes septic tank installation, electrification, silo construction, and irrigation development. All of this work is dove-tailed into the 4-H Club program.

In keeping all county extension workers informed about late developments and trends, the specialists have a new role. The field of fabrics is an illustration. New fabrics may require less work. They may be better. What are the advantages and disadvantages in freezing versus canning foods? It's the job of the home economics specialist to keep the county workers informed on these and other research findings.

Another job the specialists have is to advise with county agents on difficult problems of specific families. It may be necessary for the specialist to make home visits.

Keeping county personnel informed has been a practice of Kansas specialists for years through monthly newsletters. The engineering department is in its fourth year of a monthly series called "Engineering in Balanced Farming." The engineers have prepared also a series of leaflets under four headings: Farm structures, land reclamation, farm machinery and rural electrification. There are now 29 of these 2-to-12-page leaflets.

Kansas supervisors are responsible for training agents in techniques of working with individual families on the unit approach. They assist agents in accumulating materials and devices that can be helpful. The supervisors also train county workers to recognize when a plan is out of balance and to know how to get the family to recognize the situation.

In Missouri

The primary job of the specialist, along with other State Extension workers, is to train county agents, both men and women, so they may do a better job. This includes suggested procedures, forms, illustrative materials, organizational helps, and subject matter information. This emphasizes the importance of close cooperation and coordination of all State extension workers in the conduct of such a broad program.

The extension job in balanced farming may be divided into three phases for discussion purposes, although they are so interrelated that the different phases do not clearly exist in actual operation. The phases are: (1) Assisting farm families to make plans; (2) assistance in putting plans into operation, and (3) regular followup or timely servicing.

Subject matter specialists need to provide the farm and home management agents with certain basic information before they can do their job well. For example, the poultry specialist sets up the standards in poultry raising. These include criteria for determining whether or not poultry fits into the farm program, the size of the enterprise for an economic unit, the housing and equipment required, the feed needs, the input of labor, feed and money, along with the anticipated returns, and many other factors. Armed with such background information from the various subject matter specialists in agriculture and home economics, the planning specialists are then ready to proceed.

Assisting in putting plans into operation is closely related to making the plans. A schedule of doing first things first is of primary importance. Yet the making of the schedule is a part of the planning process itself. However, more is involved. Needed services and facilities must be obtainable in order for farm families to put their plans into operation. For example, a plan may include a dairy herd and call for an excellent sire. The availability of the sire may hinge upon the activities of the dairy specialist in promoting an artificial breeding association.

To Move in the Right Direction . . .



In Washington

In discussing the use of outlook material in the farm unit approach, you first have to define outlook. If we mean the process of forecasting price prospects on farm products, that is one thing. But if we relate the costs of things that farmers buy for their business operations and for living, the field becomes much broader. Real estate trends, for instance, are very important, because the time to buy a farm is one of the most important decisions of a farmer's life.

In price outlook alone, several considerations are involved, including year-to-year fluctuations, seasonal differences, cycles of price and production, and long-time trends. The farmer is always left with the necessity of making a decision between two or more alternatives.

Let's consider first, farm production or crops and livestock in which the farmer can get in and out of production fairly quickly. Production fluctuates widely from year to year as changes occur. After a year or so of good prices for one commodity, relative to others, we are almost certain to see production increase. The poultryman, for instance, assumes that egg prices at a future market-

ing time will be similar to those of the immediate past.

When we get into long-term investments such as dairy or beef enterprises, outlook information still is of great importance in planning the over-all operation. Careful consideration of price trends must be made in determining when a producer should enter a long-run business.

Once an operator is in a long-time enterprise, outlook continues to be important to him. By giving proper attention to outlook, one can better estimate the most profitable season for investment and for marketing. In addition, the level of economic efficiency varies. For example, when dairy prices are extremely high in relation to feed costs, it will pay a dairyman to stretch his operation even beyond normal efficiency in order to increase his profits.

The economic picture is also important when families make their plans for farm and family living. For instance, will it cost more or less to feed the family this year? When basic needs of the family are provided for, would this be a good time to buy a certain piece of equipment? Is there an indication that the price will be higher or lower at a later time? Is this a good time to buy a

car? Shall they build a house now? A look ahead as to probable future cost levels would influence a decision on these and similar matters.

Whether a family is starting a new enterprise, continuing an old one, or working toward other goals, the members need to understand what economic and political factors to consider, where to find the necessary information, and how to use it.—From article by S. Q. Hoobler, Extension Price Specialist, and Mrs. Lila B. Dickerson, Home Management Specialist, Washington.

In Pennsylvania

When a farmer thinks about the way to handle his farm business in the years to come, income is usually a primary consideration. The probable net income that he can earn as a dairyman, a poultryman, or as a beef or hog producer will be a major factor in his decision as to which line of production to follow. He may even consider whether or not to stay in agriculture.

Comparisons of income possibilities involve judgments concerning prices that can be expected in the future. An important part of our jobs as extension workers is to supply farm families with the best available information on price prospects.

The approach that outlook workers have taken for years provides an excellent foundation on which to build. Necessary assumptions about the "unknowables"—weather, war, and the like—are usually stated, and probable developments are briefly discussed in terms of cause-and-effect relationships.

No Nation (or even State) outlook report can possibly take into account all the varied seasonal patterns, consumer preferences, employment trends, and other local factors that make one market different from another. If the individual has an understanding of how the market mechanism works, he can make adjustments in the State and national picture to fit his particular market.

Perhaps the most serious shortcoming of present outlook information for farm-planning purposes is that it does not give sufficient em-

(Continued on page 21)

MEASURING RESULTS and evaluating progress are essential for sound growth and development of balanced farming from the standpoint of both the farm family and the agricultural Extension Service. In Missouri, four major methods have been used for doing this—regular annual reports, individual progress reports, more detailed case studies and special surveys.

Before considering these methods, a few concepts of Missouri's balanced farming methods should be explained. First, balanced farming is designed for the family as a unit, not as individual members. For this reason, measuring results and progress must be based on the accomplishments of the families who participate. The measurement of progress implies that changes have been made from established ways of farming and living. Therefore, it is necessary for each family to establish bench marks from which adjustments may be measured. This is the first basic step in developing a balanced farming plan.

Missouri planning procedures provide for recording and studying farm and farmstead layout maps, crop history, yields, soil treatments, livestock numbers and management practices, conservation measures, kinds and condition of building and equipment, home improvements and conveniences, income, expenditures, financial position, and other such data at the time planning work is started.

Balanced farming embraces the adoption and coordination of numerous improved practices in farming and homemaking. These are selected by each family in the belief that they will enhance their opportunities for more efficient production, higher net income, improvement of soil and other resources, better family living, and greater security. Much of the measurement can be in terms of tangible results, the adoption of specific practices, and their effect on objectives.

Four Major Methods

Annual extension reports, both county and State, have contained balanced farming data for almost 20 years in Missouri. In the main, these reports summarize activities of Extension workers rather than accom-



How We Measure RESULTS

ALBERT H. HAGAN, Farm Management Specialist, Missouri

plishments of farm families. They indicate, for example, the number of families assisted with planning activities, number of planning schools held, meetings, field days and tours conducted, and specific recommended practices adopted throughout a county. They do not indicate progress that individual farm families have made toward reaching goals set out in long-time farm and home plans. These reports fill a need, but in themselves are insufficient.

Individual progress reports, prepared by the farm family at the end of the year in an organized form, help each family appraise progress and chart the course for succeeding adjustments. These reports include specific data on practices adopted, investments made in farm and home improvements, yields and production from crop and livestock enterprises, and other such information. A county summary of these individual reports pictures the achievements of balanced farming cooperators in the county. Likewise, a State-wide summary of such factual data for hundreds of families contributes to the store of information constantly needed in developing State-wide procedures.

Progress reports for each farm family, kept in the county office, provide information frequently needed for result stories, case studies, recognition and awards programs, and many other purposes. Individual case studies, including detailed factual data over a period of years, seem to provide the soundest method of evaluating the effectiveness of bal-

anced farming. Several have been developed with individual farm families for periods covering from 5 to 15 years.

Illustrated stories, including slides, and movies, maps, charts, and color photos have clarified and extended the concept of the balanced farming method for some of these farm families.

Because these case studies require rather complete financial and production records over a period of years, in addition to the collection of data for progress reports, they are quite time consuming. Yes, as a guide for adjusting our program, many more are needed from year to year, both from families who succeed exceptionally well and those who don't.

Special surveys, usually through interviews and questionnaires, also have been used occasionally to collect specific data. One such survey in 1950 included personal interviews with almost 500 farm men and their wives who already were practicing balanced farming. Interviewees were selected through a random sampling process and gave answers which indicated their opinions toward this method of farming and the relative values of numerous Extension methods used in balanced farming. Another such survey was conducted to discover some factors which had a bearing on priority of expenditures for farm and home improvements in developing a balanced farming plan. These, and other such surveys, also serve a valuable purpose in evaluating certain phases of the program.

TO KNOW the results of Extension's farm and home unit approach in a county, two types of appraisal are necessary. As illustrated in the chart, first, we appraise our **PROGRESS**; this tells us whether or not we are proceeding in the right direction. Second, we appraise our **FINAL ACHIEVEMENTS**; this tells us the extent to which farm families have made changes.

This chart illustrates the farm and home unit approach as a cycle with three main stages. In stage one, progress in establishing policies, organization, and procedures can be determined. In the second and third stages, achievement in terms of changes made by the families is possible as well as comparison of results for this method with other ways of doing extension work.

As the farm and home unit approach gets under way we can ask ourselves questions at the progress appraisal level to find how well we are doing and to make necessary changes based on the best objective data available. This is important because staff members may vary considerably in their understanding of agreements that were reached; they may work at cross purposes without realizing they disagree on basic objectives.

Confusion and conflict are less likely to occur when objectives are

fully discussed and agreed upon and are then written down in concrete terms. Once this is done, everyone knows what needs to be done to contribute to the attainment of the objectives.

STAGE ONE—ESTABLISHING POLICIES, ORGANIZATION AND PROCEDURES. Questions that county workers can ask themselves about these aspects of the unit approach might include the following:

1. Do we as a county staff have a good understanding of the broad purposes of the unit approach? For example, Washington State has expressed their purposes as follows:

"Farm and home planning is a *method* of working with farm and home problems. It views each problem as a part of the *whole job* of making a better living. It places

emphasis on the farm as a business unit, the home as a social and business unit, and recognizes the strong ties between the two."

2. Are we as a county staff clear as to the objectives of the farm and home unit approach? The following is taken from the statement of objectives in another State.

Farm and home unit families aim to:

- (1) Acquire some skill in decision making.
- (2) Increase their income.
- (3) Make better use of their income.

3. Have the responsibilities of each county staff member been agreed upon?

4. Have we as members of the county staff worked as a team in planning and initiating the farm and home unit approach?

5. Have we familiarized ourselves with the forms, materials, and methods to be used?

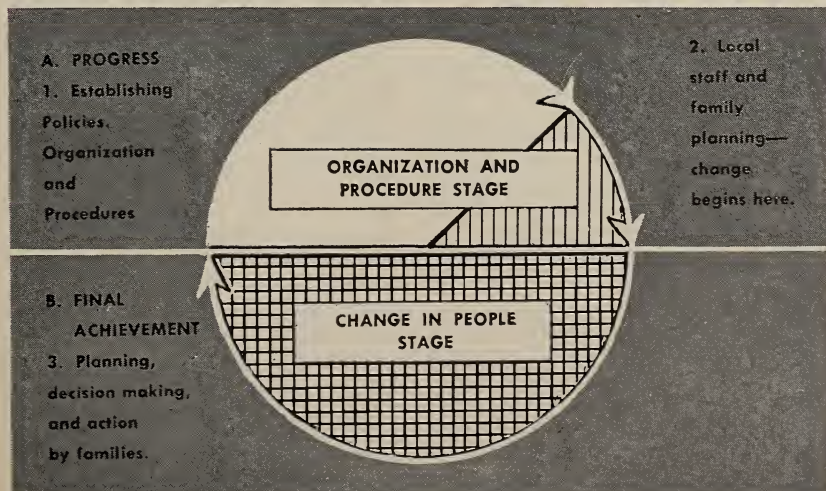
6. Has a representative county committee been set up to advise on the farm and home unit approach?

STAGE TWO—LOCAL STAFF AND FAMILY PLANNING. The county committee reviews suggested criteria from the State committee and decides if others should be added. Farm families become involved here and certain changes by families take place as a result of analyzing the farm and home situation as the basis for setting family goals. Some typical questions to ask at this stage might include:

(Turn to next page)

Appraising the Farm and Home Unit Approach

GLADYS GALLUP and J. L. MATTHEWS
Federal Extension Service



(Continued from page 19)

1. Have specific criteria been agreed upon and used in selection of families?

2. What arrangements are there to spread the influence of the farm and home unit approach to other families that are not participating?

3. Have the agents used the forms and other materials to help families analyze resources and set goals?

STAGE THREE—FINAL ACHIEVEMENT STAGE. Sound studies of achievement are essential if we are ever to know whether or not we are attaining the objectives. The public, too, has a right to know whether our efforts and money are well spent.

Such studies must be carried out after a long enough period of time has elapsed to permit measurement in terms of changes the families have made. Plans for such appraisal, however, must be set up while the farm and home unit approach is being established. This is necessary to assure that the measures of results relate to objectives agreed upon in the beginning. Early planning for appraisal helps to assure that these objectives are defined in a manner precise enough for measurement.

In measuring the results of the farm and home unit approach as a method, it is necessary to compare results with two like groups of families—those participating in the farm and home unit approach and a similar group of nonparticipating families.

Benchmark information must be obtained in the beginning so that measurement of change can be made from a known starting point. It must be related to the specific objectives that families are expected to reach. In setting the benchmark, it is essential to obtain identical information from both groups of families including such items as the financial situation, farm enterprise organization, and home data such as food production and conservation, diets, housing, and equipment. The information obtained from the participating families in some States as a regular procedure is adequate for a benchmark. Once it is obtained, progress can be evaluated at any later time.

For valid and reliable evidence of final achievement, we need the answers to questions like the following examples that are intended to find out how much progress the families have made in acquiring skill in decision making.

1. Does the family know and use sources of reliable information about improved practices and suitable equipment for the farm and the home?

2. Do they understand the factors involved in making farming and homemaking decisions?

3. Did they choose between possible alternatives, having considered the consequences of each?

4. Have they acted on the basis of their decisions?

5. Do they willingly accept responsibility for their decisions?

What's It All About?

(Continued from page 3)

Arkansas explains the farm and home unit approach in this way: "For almost 50 years, the Extension Service has been teaching individual farm and home practices. For the most part it has been left to the farmer to tie together the several needed practices for the farm and the home. In many instances, the farm and the home have not been studied as a joint venture. Now we look at them as a unit."

Indiana describes the unit approach as a way of helping farm families recognize and define their family and business goals. It helps them appraise their resources and make the most effective use of them.

Speaking of the philosophy of this newer method of Extension work, North Carolina calls it "an intensive and comprehensive method of teaching, designed to help farm families help themselves in the further development of their farms and homes."

Kansas, speaking of the unit approach method as balanced farming and family living, says "It is a certain combination of projects in action by one family. It is an effort to help the family balance its wants and needs with its resources."

Kentucky's Extension Director says, "In our farm and home development program, we work closely, through intensive educational service, with individual farm families to improve the farm and home as a whole. The individual farm family is the core of the program and, in final analysis, the goal is an enriched and more satisfying life for the family. Families who enroll are given assistance in inventorying and analyzing their resources, in deciding upon their goals, in planning how to reach their goals, and in putting their plans into operation.

"The families are encouraged to consider their problems of farm and home as a whole, and attention is directed toward improvements in production and marketing, toward greater efficiency on the farm and in the home, toward a right relationship between farm and home expenditures in view of the goals set up by the family, and toward the needs and values and satisfactions which the family feel are within their reach."

This type of extension work has come to be called farm and home development, balanced farming, better farming and better living, and similar terms. But regardless of the name, results are significant.

Look, for instance, at what's been accomplished in just two years by 50 Lee County, Mississippi, farm families enrolled in the "Fifty Farmer Club" (see page 12). Thirty three of these 50 families produced milk as their major enterprise. These 33 families averaged \$1,000 more gross income at the end of 1953 than they did at the end of 1952. They did this with approximately the same number of cows and during a period of severe drought.

But even more important, these 50 families are learning how to make full and efficient use of all their resources—land, labor, management, and capital—through the wise application of technical and economic information. The end result is better family living.

HELPING MORE FARM FAMILIES ACCOMPLISH THIS IS EXTENSION'S GOAL.

Outlook Facts

(Continued from page 17)

phasis to long-term prospects. Few farmers prosper by continually shifting from one thing to another. Once a choice is made, resources are committed for long periods. Plans must be made for 10 to 15 years or more.

In long-term forecasting, we will need to explore more than probable price trends. We will need to think about probable changes in the kinds of things that consumers will demand.

Trends in consumer preferences and technology can often be ignored or given only passing attention in short-term outlook work. But they can change enough in longer periods so that they must be taken into account.—Excerpts from article written by Edward J. Smith, Pennsylvania Extension Economist.

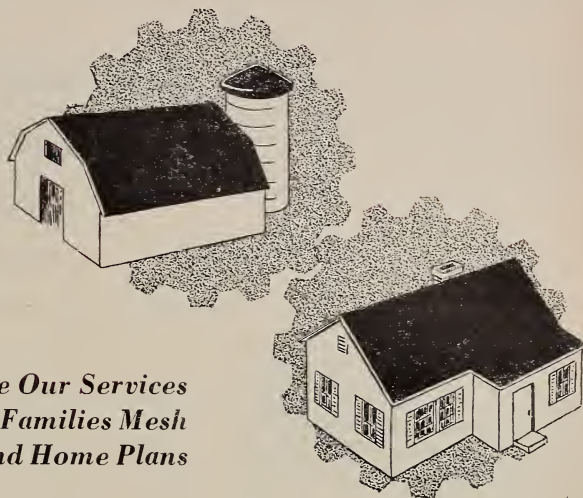
In Missouri

Extension workers for many years have been using outlook information in their education work with farmers. County agents have adapted the outlook information to their counties, and held livestock, dairy, poultry, or other commodity meetings to discuss what's ahead.

To determine which crop will be grown, and how and when it will be marketed are not the only decisions that have to be made. If corn appears to be the best adapted crop in a given area, for instance, then the decision must be made on whether it will be sold as grain or marketed through hogs, cattle, or both. If hogs should be decided on, then when will hog prices be at their peak? If the decision is made to raise hogs, it must be made far enough in advance so that the hogs will be ready for market when prices are expected to be the highest.

If the farmer decides on feeder cattle as the way to sell his corn crop, even more decisions have to be made. When to buy, price to pay as determined by expected selling price, and what grade to be marketed are all questions that must be answered. Outlook information can help to make the decisions.—From article by Coy G. McNabb, Missouri Extension Economist.

We in Washington



Integrate Our Services To Help Families Mesh Their Farm and Home Plans

MANY Federal Extension employees are experienced in the unit approach as a method of working with farm families. A task force of 15 persons on the Federal staff, representing all of the program departments and administration, is available to help the States in the same manner that a State committee may render assistance to counties. The committee is now in the midst of the following activities:

1. Setting up a central file of materials that have been or will be secured from each State or Territory. These materials are available to our own staff for their information and will be used in regional or State training conferences.

2. Acquainting themselves with such work underway by observing the manner in which each State is carrying on this method.

3. Meeting as a group to coordinate their own thinking and manner of assistance to the States.

4. Preparing as individuals or teams to do the following upon requests from the States:

- a. Assistance in developing objectives, procedures, organization and integration of staff and help in fitting the farm and home unit approach into the ongoing extension program.
- b. Assistance with specific materials

such as workbooks, brochures, visual materials and methods of working with families; also developing records that may be used later for evaluation.

- c. General followup in getting plans into action.

5. Assisting other Federal workers and State personnel to work with their counterparts in the States and counties.

The specific objective is to assist the States to help farm families who want to know how to do the following:

1. Analyze and identify the major farm and home problems and opportunities for improvement.

2. Determine their own definite course of action for continuing economic returns and family satisfactions.

3. Put their own decisions and plans into effect.

4. Adjust their own plans as needed and situations warrant.

All of us working together getting experience together should discover where this method best fits into the total extension program. We can develop skills and abilities in this method of doing extension work the same way we have developed skills in using other methods. It calls for the best in team play and the Federal staff expects to give its utmost.

City Folks Want To Know

*about • Landscaping
• Insect and Disease Control
• Home Management*

HERBERT C. GUNDELL

County Agricultural Agent, Denver County, Colo.

IN DENVER, with an average of 20,000 new homeowners each year, there is a tremendous demand for information and help. Many young married people who have never owned a home before are given sound information by extension agents, and encouraged to continue improving their homes and grounds and family living. Denver's city and county limits are one and the same, a single government serving both. Beginning January 1, 1948, the State and the city have contributed equally to maintain an urban extension program.

The agricultural work deals to a very large degree with information and demonstrations on lawns, shrubs, trees, landscaping, insect and disease control and various other aspects of home garden management. That's why 2 of our agents are graduate horticulturists.

Other work in agriculture is in connection with general farm outlook information, advice on pasture mixtures, information on livestock, and availability of livestock feeds and roughages. We also cooperate with the Denver livestock terminal and other county, State, and Federal agencies, and many special groups dealing with such interests as poultry, arboriculture, nursery, and landscaping.

These contacts with extension services attract many families to other phases of our work. Our 4-H program is close to our hearts because the boys and girls who learn better living through 4-H become better citizens. Often they continue their in-

terest in extension's adult activities.

Boys and girls may participate in all the programs that 4-H Club work offers in the State of Colorado provided they help form their own clubs and have an adult leader. The four other agents in the Denver office devote from 60 to 95 percent of their working time to 4-H Clubs. Unfortunately our clubs have not reached the level where they form automatically each year. Our agents go from school to school to encourage prospective 4-H members to find a volunteer leader. We then help them organize and conduct their clubs.

Much homemaking work is done by Denver extension agents. There is an ever-increasing demand for practical information on freezing and canning of vegetables and fruits. Timely information on utilization of



Denver home owners need and get much advice and help with lawn, flower, shrub and tree problems when they call on their city extensionists.



Activities for young urbanites must be adapted to their needs.

foods that are in plentiful supply and reasonably priced is another task in which our extension agents continue to help.

Extension agents in Denver utilize to a large extent the radio, television, and press. I have produced for several years an "Around the Garden" section in the Sunday supplement of the Denver Post which reputedly is read by more than 100,000 people

every Sunday. This alone brings timely and helpful information to every citizen who is interested in doing a better job in his garden or home.

Our greatest ally in Denver is the telephone. It rings practically all day long, and we are glad to utilize it because it would be impossible to give home help to all the people that we aid on the phone. Of course, it

is necessary to make frequent inspection trips and personal investigations to answer many inquiries which cannot be adequately serviced over the telephone.

Looking at our work from the public relations standpoint, it is very similar to rural extension activities. Considering it from the subject matter angle, it is very different, but not more so than in many States.

Invite an IFYE to Your County

H. ROBERT WACK,

Assistant Farm Adviser, Stephenson County, Ill.

WHEN J. Morton Hudson of Kingaroy, Queensland—way down under in Australia—arrived in Stephenson County, Ill., he had one friend. When he left, 3 months later, he had hundreds of friends.

Many of these farm people were dubious at first that the International Farm Youth Exchange could have any effect on their feeling about world peace. But after talking to Mort informally and hearing him speak at community meetings, they began to say that perhaps this international exchange was good, that it did give one a desire to work a little harder for peace with all countries.

The one man Mort knew in Illinois had been an "IFYE" in Australia the year before, a young man named Lester Miche, whom he had met in an exchange farm home in New South Wales, Australia. It was natural then that the county committee responsible for scheduling Mort's summer suggested that he go first to the Miche farm. With the help of his sister, Vietta, Lester introduced Mort to the 235-acre general farm and to their neighbors.

Crops raised on the Miche farm are corn, oats, hay, and pasture, and there is an economical combination of swine, shorthorn cattle, and sheep. Mort was treated like one of the

family, sharing in the work as well as the recreation.

His next home was the Oscar Hummermeier's 425-acre farm. Bill, age 18, and his sister, Jean, soon made their guest feel a part of the farm family. When they went to the county fair, Mort helped Bill and Jean show their swine and also helped Lester superintend the sheep division.

In Mort's next home, he was almost lost in the family of 10 children, 5 boys and 5 girls, all of whom promptly adopted him. Walter Alber, the oldest boy, was responsible for introducing Mort not only to the family and their friends, but also to the 285-acre dairy farm.

On all these farms Mort did the regular jobs of milking, feeding, threshing, grinding corn, fixing fences, plowing, cutting silage, and even spreading manure.

It was not all work. Mort had opportunities to visit many places of interest, including Chicago and its packing plants, stock yards, manufacturing plants, museums, theaters, and other sights most visitors want to know about.

At the end of the summer, the Stephenson County Rural Youth group gave a farewell party for Mort. They gave him a gift, too, a 3-year



J. Morton Hudson, our International Farm Youth Exchange student from Australia, enjoys a watermelon at the farewell party held for him.

subscription to one of the leading farm journals which would be helpful to him on his own family farm in Australia.

Farmers in Stephenson County are glad that they had an opportunity to exchange young farmers with Australia and recommend that other counties have this rich experience. Extension agents have the primary responsibility in getting a farm youth exchange in their communities.

The International Farm Youth Exchange is sponsored by the Cooperative Extension Service and the National 4-H Club Foundation. Extension agents interested in sending an IFYE delegate to another country or receiving an exchangee should contact their State 4-H Club office which generally supervises this program within the State.

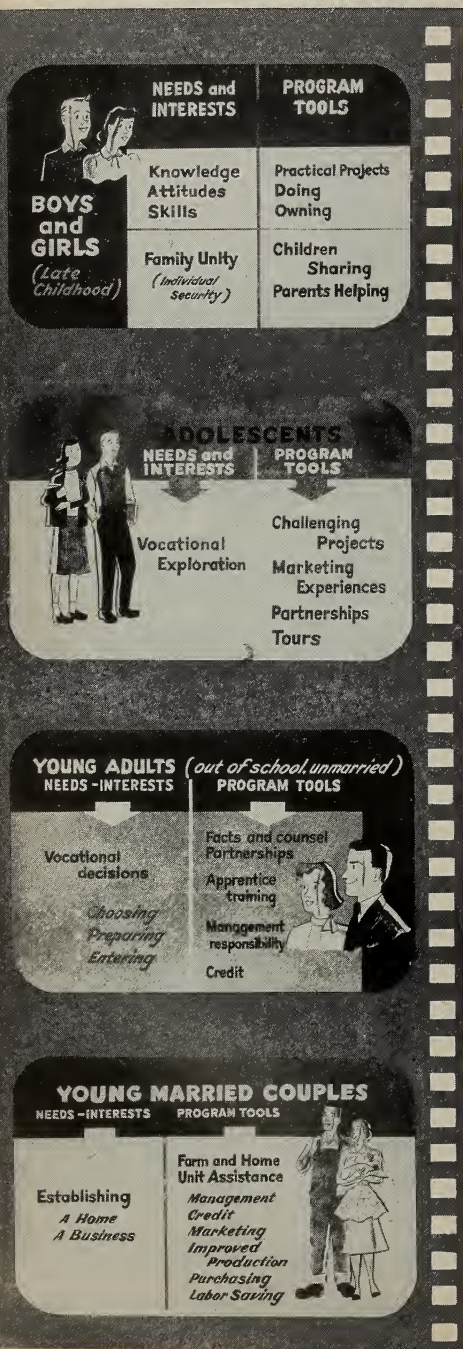
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